Pianos

Every Piano in our house is made by a reputable manufacturer.

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-no matter which you relect you are as certain of sat sfaction as Uncle Sain is of his taxes. The makers guarantee them. and we guarantee the makers' guarantee: Every Piano that leaves our warerooms is sold with the explicit understanding that if you are not entirely pleased with it after having it in your home a few months you can come and select another

Payments may be arranged to meet your conveniencesomething less than thirty cents a day will put a good Piano in your home AT ONCE.



370 Fulton St., Near Smith.

HARVARD'S CHANGE OF POLICY

STRENUOUS ATTEMPT TO CON-QUER OLD YALE THIS YEAR.

Professional Rowing Coach Engaged for First Time -Bill Reid Will Have Control of Football-Dr. Nichols, With Keeler and Chesbro, for the Nine.

Harvard will make a strenuous attempt this year to conquer Yale in baseball, football and rowing, and in order to accomplish such a difficult feat three old traditions at Cambridge will be set aside. A professional coach, James Wray, has been employed to take charge of the 'varsity crew. A graduate student has been reelected captain of the eleven and Bill Reid has been practically made absolute coach of the men who will try for the football Willie Keeler and Jack Chesbro of the New York Americans have also been reengaged to coach the baseball candidates under the direction of Dr. "Ed' Nichols, who was Harvard's star pitcher back in the '80s.

The engagement of Wray upsets all precedent at Cambridge. Harvard, from the Very outset, stood aloof from professionalism in all branches of sport, particularly rowing. The crew, from year to year was coached by graduates, some competent teachers of aquatics, others unfit to take upon themselves such a gigantic task. All sorts of methods were employed and all kinds of strokes were tried, even to the invitation extended to R. C. Lehmann, the English amateur, who did his best, no doubt, but produced no better results. With diswere defeated annually on the Thames by Yale, although now and then a winning Harvard eight was produced which was regarded at home with wonderment and

While Yale, with her John Kennedy, a modest professional who at first was apparently engaged to tinker with the rigging of the shells and the management of the boathouse, went on winning, all of the other big universities, except Harvard, had turned their crews over to out and out professionals. Cornell, with Charley Courtney, was invincible. Pennsylvania, with Ellis Ward, won laurels here and tempted fate at Henley. Andrew O'Dea produced a crack Wisconsin eight, while Ten Eyck's Syracuse University crew swept all before them at Poughkeepsie last year. Still Harvard clung to the graduate-amateur idea until the crushing defeat at New London last summer convinced the Cambridge rowing authorities that the time for a radical change had arrived. Capt. Filley of the Harvard crew, who was educated in England, was an open advocate of a professional coach. He pointed out that there should be no half way business such as prevailed when Harvard engaged a year ago the former Cornell captain and coxswain. Freddy Colson, who took up the task for

Freddy Colson, who took up the task for "expenses," thereby preserving his amateur status. Colson attempted to teach Courtney's methods, but he was hampered, it is said, and his work was not satisfactory. Convinced, therefore, that a professional coach was a necessity, the Harvard rowing authorities left the matter solely to the judgment of Capt. Filley, who lost no time in securing Wray, an Australian, who was once an adept single sculler and who had previously shown skill as a coach among the private rowing clubs at Harvard as well as ir coaching the Detroit Boat Club members. Wray has something of the English idea of rowing, but he is also a believer in modern methods and has gone to work at Cambridge prepared to revolutionize the system which has held sway so long. If Wray is allowed to pick the 'varsity crew strictly on the merits of the candidates it is believed that he will be able to turn out an eight oared crew that will be a credit to the Crimson, because there is a wealth of rowing material in hand which he feels confident of developing.

"Capt" Reid will not receive a salary.

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January's Price Juggernaut

moves along without pity, flattening out prices, but never touching the quality here.

These, the Lowest Prices Ever, For White Goods, Blankets, Linens, Flannels, Etc.

ALL LINEN NAPKINS. Bleached absorbent Crash, 18 10c CHECK GLASS TOWELING. 66 inches wide, 65c, value, at . . 49c

Yard wide campine, the reg-Lonsdale Company, the regular 10c. quality, for

Best Sewing Machines, \$1 Down, \$1 a Week

At the same price as for cash. Prices run from \$12.25 to \$40.00. Every machine fully guaranteed. All attachments and teacher free. Our new departure is due entirely to the fact that more than one thousand Machines sold last year went into families that added to their income and comfort thereby. Come and a bring a sewing expert with you, if you choose. 12 of the best manufactures represented. 20 styles.

15,000 Yards Carpet Remnants.

Remnants Carpets, Inlaid Linoleum, Matting, Oilcloth, From 1 Yard to 20 Matting, full rolls Wilton, Axminster, Body Brussels, Inlaid Linoleum, Wilds' (Staines Matting, full rolls China & Japan, yd. 10c. & 15c. & 29c Cork Linoleum, all grades, yd. 15c. & 29c

Women's Coats, Suits and Furs, 1/3 to 1/2.

Clearance sale of women's Coats, Suits and Furs | \$17.50 all wool Cravenette Coats at one-third to one-half reduction. Fur Neck Wear. \$15.00 satin lined cheviot Coats \$7.50 Some extra large sizes. \$4.50 brown opossum Clusters......\$2.98 \$25.00 choice kersey and worsted Coats \$15.00 \$17.50 sable fox Pelerines at \$10.98 \$15.00 cheviot tailored Suits at\$8.75 \$20.00 blue fox Pelerines at \$25.00 tailored Walking Suits at. \$12.50 Electric and nearseal Coats, reduced to \$30.00 and \$35.00 choice tailored Suits at. . . . \$19.50 \$19.98, \$24.98 and \$29.98

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demonstrates the best construction known in Piano making

The conception and evolution of the Sterling Piano are not the spasmodic outcome of a moment, or a year, but the result of 45 years' scientific and conscientious endeavor. Spurred by active competition through all these years, and armed with an ambition that recognized only perfection as its standard, the brains and brawn of tireless workers are indisputably demonstrated to-day in that perfect Piano, THE STERLING.

It has been said: "We dream a thing and it is so." The Piano dreamer of to-day in a fitful slumber sees himself at the head of a Piano enterprise. He sets up a cheap establishment, employs cheap labor, uses cheap materials, and proceeds through "frenzied advertising," to convince the public that his product equals or surpasses the best-the tried and true. He succeeds with some, who are left to "dream it is so," for no waking hours will give the victim this conviction.

Reputation Dominates

Genuine Piano industry cannot be a myth. Pianos are neither born, nor inspired, nor have they attributes that take them into the supernatural. They are studied, planned, reasoned out and constructed just as a house or anything else that comes within the scope of the artisan. Does the builder who has an order for a showy house at little expense buy the best materials and employ the most skilled workmen? Hundreds of cheap Pianos are made along the cheap, showy lines-designed to catch the eye and the and the money for the present, without any thought of the future.

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Pay a reasonable price for a Piano-one that your own good judgment will tell you can command quality—and then your satisfaction will be a lasting one. Our time, money, energy, ambition are concentrated in the Piano business exclusively. It is not a side line with us. We own our factories and building, we manufacture and sell and give you almost your own terms for payment. The Sterling Building is acknowledged as Brooklyn headquarters for everything pertaining to Pianos.

Renting, Repairing, Tuning, Moving.

We rent nothing but absolutely new Pianos. You have the same freedom of choice that a buyer has. We have a complete workshop, which the public is welcome to inspect. We repair, reconstruct, tune, tone regulate, design and make special Pianos. We move Pianos and do everything connected with a vast Piano enterprise.

The Sterling Piano Co.

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This semi-annual housecleaning time means much to the thrifty women of Brooklyn and vicinage. It means that they have rare opportunities to select wanted goods for personal and household use from the cleanest and freshest stocks of high class merchandise in Greater New York, at prices much below the very moderate figures that generally prevail here.

For years this house has been recognized as the foremost exponent of high quality, absolute reliability and moderate prices. That position is ably maintained. Furthermore, our determination to be of greatest service to the public long ago led us to adopt the most liberal policy of exchange in vogue. Perfect satisfaction on your part is our principal desire—we are constantly striving toward that end. No effort that tends toward store betterment is spared. You will, therefore, find your best interests best served at all times by Journeay & Burnham—a name in itself

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No man's wardrobe is complete without one. It is a prime essential. But who ever thought he could buy a Tuxedo of fine quality, perfectly made in to-day's correct style and lined with silk for so small a sum as \$15.00?

That is the price for the whole sult—coat, vest and prousers. They were made to sell for \$25.00, but the manufacturer's liberal concession enables us to sell a limited lot for \$10.00 less.

They are here in all sizes from 33 to 42 for regular, slim and stout men. We think every man can be perfectly fitted at once; if not, we will make a Suit to order without extra charge. There has never been an offer like this. The Suits are hand-tailored and in strict accord with Fashion's demand. No man can afford to miss

this opportunity.
This sale will be held on the Fourth Floor, Main



BIG MEN'S LAUNDERED SHIRTS.

If you wear a 17, 1719 or 18 colfar, here's a rare Shirt chance. Quite a number of \$1.00 and \$1.50 White Shirts in the above sizes were used in window displays and \$1.00 and \$1.50 White Shirts in the above sizes were used in as counter samples. Naturally they have become somewhat soiled, so the prices drop to the very low level of .

45c. Buys Six Linen Collars. 65c. Buys Six Fairs Linen Cuffs. This is the Collar and Culf sale of the season. The fallacy of mere cheapness does not enter into it. Quality at low prices is the keynote. They are not seconds

or odds and ends, but new, fresh goods in the most popular shapes, and all styles are here in all sizes. Our word for it, you've never seen anything so good for so little.

A Remarkable Offering of GENUINE PIGSKIN POCKETBOOKS.

May be used by either women or men. We got all the maker had at the most astonishing price concessions ever made because he wanted a clear stockroom quickly. There isn't a great number, so we will sell but two to any one customer. of genuine pigskin, have a large flap, one outside pocket, handy pockets, one of which has a class—a coin pocket. They are made 17c eretofore been called "chesp" out price to morrow.

This sale will be for execution of evening material in band which be feels condition of developing.

Capt Reid will not receive a salary affect it was said that he would get 5.00 for his services for one campaign, lied does not want to be classed as a profession of the services for one campaign. It did not not service for one campaign, lied does not want to be classed as a profession of the services for one campaign. It did not not service for one campaign, lied does not want to be classed as a profession of the services for one campaign. It did not not service for one campaign, lied does not want to be classed as a profession of the services for one campaign, lied does not want to be classed as a profession of the services for one campaign, lied does not want to be classed as a profession of the services for one campaign, lied does not want to be classed as a profession of the services for one campaign, lied does not want to be classed as a profession of the services for one campaign, lied does not want to be classed as a profession of the services for one campaign, lied does not want to be classed as a profession of the services for the services for one campaign, lied does not want to be classed as a profession of the services for one campaign, lied does not want to be classed as a profession of the services for one campaign, lied does not want to be classed as a profession of the services for one campaign, lied does not want to be classed as a profession of the services for one campaign, lied does not want to be classed as a profession of the services for one campaign, lied does not want to be classed as a profession of the services for one campaign, lied does not want to be classed as a profession of the services for one campaign, lied does not want to be classed as a profession of the services for one campaign, lied does not want to be captured to the specific of the services for one campaign, lied does not want to be captured to the will have does not serve the services for the services for the services f

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PARLOR FURNITURE.

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You are not asked to take a word of news about this! sale on faith. The suits are marvels of thoroughness in construction, upholstery work and finish, as well as being richly attractive in the coloring and design of coverings. You cannot buy an unworthy suit from the entire collection, and no matter how little you pay, you are protected by the same guarantee that goes with higher priced articles.



5 PIECE SUIT, silk damask covering, richly carved frames. Regular \$180.00 grade. Sale Price \$120.00 5 PIECE SUIT, silk tapestry covering, hand carved, very elaborate. Regular \$140.00 grade. Sale Price \$95.00 5 PIECE SUIT, best Verona velour covering, massive \$60.00

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5 PIECE SUIT, excellent velour or tapestry covering, mahogany finished frames. Regular \$38.00 grade. Sale Price

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